

## ASSESSMENT REPORT

California State University East Bay  
College of Business and Economics

### Summary

Program	MS in Accountancy (MSA) Program
Learning Goal	4 -

# ASSESSMENT REPORT

California State University East Bay  
College of Business and Economics

## Oral Communication Rubrics



		(6-8) Exceeds Expectations	(3-5) Meets Expectations	(0-2) Below Expectations
Trait #1 Trait #2 Trait #3	<i>Organization</i>	<ul style="list-style-type: none"><li>- Clear opening statement that catches audience</li><li>- Material presented in logical order</li><li>- Conclusion follows supporting information</li></ul>	<ul style="list-style-type: none"><li>- Opening statement is relevant to topic</li><li>- Generally well organized</li><li>- Adequate conclusion provided</li></ul>	<ul style="list-style-type: none"><li>- Inadequate opening statement</li><li>- Material not presented in logical order or loses focus</li><li>- Missing or poor conclusion</li></ul>
	<i>Subject Knowledge</i>	Demonstrates a superior understanding of material	Adequately explains material	Does not explain material adequately
	<i>Graphics (Visual Aid)</i>	Creative, readable, professional; well planned and integrated in		